



Station Organizer Toolkit

Wednesday, June 22, 2022 will be Colorado Springs' Bike to Work Day 2022, organized by the City of Colorado Springs and sponsored in part by KOAA News 5, Magic FM, Peak Radar and the Colorado Springs Publishing Company! Bike to Work Day is a long-standing event that encourages bicycling for personal and community health, alternative transportation, recreation and sustainability. Breakfast locations along our bicycle network are designed to support how people actually ride their bikes to work while highlighting local businesses that support bicycling in our community. This year will again include multiple locations throughout the city supported by the community. Bike to Work Day has introduced many folks, often for the first time, to bicycle commuting. It also offers a fun and festive way to connect with the community through bicycle commuting. This toolkit guides station organizers through the process of planning, equipping and marketing their station for a successful and rewarding Bike to Work Day event. Questions regarding breakfast stations can be emailed to coschallenge18@gmail.com.

Once you have reviewed the information below and are ready to commit to hosting a station for this year's event, please register your station by calling or emailing the contact information at the end of the packet. We want to give participants a good idea of where your station is and what you are offering, so they can know what a great job you do supporting people on bicycles and be sure to visit! You can submit your application for a breakfast station even if you don't have all the information on breakfast offerings, giveaways, etc. If you completed the station application you can provide additional information by completing the application again, with your organization name and any new information, and we will do our best to merge the information.



What is Bike to Work Day?

Bike to Work Day is a statewide endeavor to provide a fun-filled, encouraging and community-building day for people to try a bike commute. Bike to Work Day is an opportunity for those who bike to work often as well as first-timers to commute as part of a positive and supportive event. It is also an opportunity for bicycle riders to support the local businesses who support us, and for bicycle riders to demonstrate that they are a market. We hope that event participants will bike to work and retailers more frequently following the event. Their commitment positively affects regional air quality, health and traffic congestion, and ultimately promotes economic growth in our community.



Why should you organize a Bike to Work Day station?

Bike to Work Day is an opportunity to promote your business and connect your brand with a positive, healthy, community-oriented event. Bike to Work Day stations are organized by volunteers who use the event's positive reputation to promote their business, support their community and gain visibility. Although products for sale and services-for-fee are prohibited at Bike to Work Day breakfast stations, many businesses use their stations to provide samples of new products and services, provide coupons for future purchases or explain their organization and brand. You can also use the opportunity to encourage your staff and customers to ride their bicycles and enjoy the economic, health and enjoyment benefits of doing so. Stations keep Bike to Work Day participants in good spirits and provide opportunities for bike commuters to rest, socialize, and refuel.

#1

Identify your station location

Event organizers wish to make sure that locations are convenient and well-attended. We recommend your organization hosts near a trail location or existing on-street infrastructure. If your business is not near bicycle facilities, consider moving it to a more convenient location and create fliers and signs that emphasize your business location and offer incentives (promotions, coupons, etc) to participants to visit your business location at a separate time. When you register your station online, City staff will review your proposed location and may suggest a revised location for safety or logistical reasons.

We have more people working from home now than before the pandemic. Another option to consider is a site convenient to residential neighborhoods where people could bike from their home office to breakfast and back again.

#2

Determine your station scope (and solicit support if needed!)

All stations (breakfast or grab 'n go) must be open for the morning ride from **6 - 9 a.m.** Stations are required to provide free food and/or beverage for 50 - 100 riders*. This is our first Bike To Work Day after two years of pandemic, so let's celebrate biking in community! Breakfast stations can make a memorable impression by offering great food and more – things like entertainment, games, raffle prizes, vendors, etc.... We encourage you to consider partnering with another organization to host! Here are a couple examples of the range of station types that might be offered.

Example 1: "Party" Station:

May require several tables, seating, shade tent, speakers, and 4-10 volunteers.

Food & Beverage

- Pastries
- Fruit salad
- Yogurt and Granola
- Breakfast burritos
- Pancakes, french toast
- Eggs and bacon
- Juice, coffee, smoothies

Prizes or Giveaways

- Coupon or incentive to encourage participants to return to your location by bike
- Courtesy kit (tissues, bandages, wipes)
- Bells
- Coffee gift cards
- Buttons/pins, key chains, pens
- Tire patch kits

Entertainment

- Large-scale games
- Local musicians
- Yoga or stretching sessions
- Pedal-powered smoothies
- Chair massage



Example 2: Grab 'n Go Station:

If you have limited capacity, consider offering a more “grab ‘n go” style station. Anticipate brief stops by participants with items that can be easily stored for the remainder of their commutes. Ensure your grab ‘n go items are branded with your organization’s logo or website so participants remember where they stopped along the way. Consider including a giveaway of some sort with your offering.

Likely requires 1-2 tables, a couple of chairs and 2-3 volunteers

Food & Beverage

- Bagels
- Bananas, apples, oranges
- Bars
- Popcorn (bagged)
- Squeezable yogurt
- Juice, coffee



Whatever style of station you offer, the easiest way to make planning easy and fun is to gather a group of interested people – a committee. Planning with a group is a great way to share responsibilities to make sure that you are able to host a successful and memorable station. Below are some ideas to consider.

- Wayfinding signs help riders find your station, and also increase your brand by promoting your involvement in Bike to Work Day where all travelers will see the message. Even if you feel as though riders couldn't possibly miss your station, the most successful stations incorporate wayfinding signage into their station logistics, and direct riders to their station from every possible route. The City will provide a few yard signs for this purpose, but consider where to put them and if you need more.
- A table (or tables) is (or are) required for your station to help you provide food, drink, and other station offerings to riders. Chairs are helpful for volunteer comfort, and chairs for riders would be considered a bonus.
- Volunteer staff is imperative to a successful station. Volunteers are the face of your station: They greet riders, distribute food and giveaways, and also help set up and take down the station.
- Consider where people can put their bikes when they visit your station. Some stations use a simple barrier that allows bikes to be held upright when parked with a kickstand or propped up by the front wheel. If you have access to a large grassy space, participants can also use this area for overflow bike parking.
- Tents or canopies are beneficial, although not required. Tents and canopies are highly visible and help riders and other travelers spot your station. Tents and canopies are also beneficial for the shade they provide – in June, sunrise is before 6 a.m. and stations warm up quickly.
- A station theme is a great way to make your station fun and memorable.

- Bike mechanics can be great partners for your station. Bike mechanics help participants who experience breakdowns or mechanical failures during their ride. Talk to a local bike shop to see if they can support your station with a bike tech.
- Pack out what you brought in and be sure to get all of your trash picked up.

#3

Station logistics

Please consider carefully how you will organize your space to serve people quickly without blocking the right of way. Consider where participants should leave their bikes and how you can provide parking. If you are hosting a Bike to Work breakfast station at your place of business, please take care to make sure Bike to Work participants can distinguish between the breakfast station (where food and beverages are free) and any food and beverage for sale through your usual operations.

Leading up to Bike to Work Day, begin preparing supplies for your station. Here are some additional things to consider:

- Sunscreen
- Towels
- Broom
- Garbage, recycling and composting receptacles, trash bags
- Tape Rope and bungee cord
- Weights (a variety of sizes may be necessary, small to keep tablecloths or napkins from blowing away, larger for other items)
- Umbrellas and waterproof containers (in case of a quick downpour)
- Hand sanitizer
- Pens and paper
- Scissors or a box opener

Because bicycle riding has been trending up since the last Bike To Work Day, and we haven't had one in two years, we aren't sure what participation will look like. The event agreement asks you to provide for 50-100 riders, and we do our best to have enough breakfast stations for everyone. We also try to emphasize that all offerings are on a first-come, first-served basis. However, it might be worth considering having a small giveaway or some granola bars available on the off chance that you run out of your main offering while people are still coming.

#4

Get the word out!

Start letting people know that you are going to provide a breakfast location for Bike to Work Day 2022. Use your social media tools (Facebook, Twitter, Pinterest, Instagram, LinkedIn...) to start talking it up to your employees, your customers, and the public. Do a press release, contact local media and invite them out. Use newsletters and flyers to communicate. Be creative! The City will also provide regular event-promoting language and materials to share so keep an eye out for that.

We want to share your logo and your business with our riders! If you are a new breakfast station sponsor please email a high-resolution version (vector file/ print logo/300 dpi/.eps file) to the contact information below to ensure a high quality image on our yard signs.

For more details or to sign up email coschallenge18@gmail.com or call 928-202-0353 or 719-649-3987.